



COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Creating Community Through People, Parks and Programs"
Russ Guiney, Director

October 24, 2006

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2007 TICKET AND PARKING PRICE SCHEDULE FOR
THE HOLLYWOOD BOWL
(THIRD DISTRICT – 3 - VOTE MATTER)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that these actions are exempt from the California Environmental Quality Act (CEQA) pursuant to the Public Resources Code as cited herein.
2. Adopt the resolution approving the minimum and maximum ticket prices proposed by the Los Angeles Philharmonic Association for the 2007 Hollywood Bowl season.
3. Approve the schedule of maximum and minimum ticket prices for the 2007 Hollywood Bowl season as outlined in Attachment A.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum price tickets for the 2007 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association seeks to increase ticket prices to accommodate increased production, labor, marketing and artists' costs. The Association has developed a price schedule that keeps tickets reasonable and competitive with other venues in Los Angeles County.

The proposed Hollywood Bowl ticket increases are in a three-tiered structure including weekdays, weekends and Sunday World Music. Weekday pricing, includes Tuesday, Wednesday and Thursday performances. Weekend pricing includes Friday, Saturday, and Sunday Sunset performances.

The growing popularity of Sunday World Music performances and the desire to attend performances occurring on the weekend has led to the increased demand for tickets. Therefore, price increases are proposed for all Sunday World Music seats. Increases are also proposed for many weekend performances. Forty percent of all tickets (6,913) are proposed at \$20 or less.

Box seat ticket prices reflect unique benefits at the Hollywood Bowl and there are no other comparable outdoor venues. However, more than half of the tickets (9,175) on any night at the Hollywood Bowl are priced at \$24 or less. Further, the Association maintains the Hollywood Bowl tradition of \$1 tickets for Tuesday, Wednesday, and Thursday performances.

The Association has submitted the following 2007 season fee increases for your approval:

Box Seating

Pool Circle

A \$2 increase, from \$120 to \$122, per seat, is proposed for Tuesday, Wednesday, Thursday performances and Sunday World Music performances; an increase of \$2, from \$145 to \$147, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

Garden Boxes

A \$2 increase, from \$93 to \$95, per seat, is proposed for Sunday World Music performances. There are no proposed increases for Tuesday, Wednesday and Thursday performances, nor Friday, Saturday or Sunday Sunset performances.

Terrace Boxes

A \$2 increase, from \$81 to \$83, per seat, is proposed for Sunday World Music performances. There are no proposed increases for Tuesday, Wednesday and Thursday performances, nor Friday, Saturday or Sunday Sunset performances.

Side Boxes

All Side boxes are priced the same as Terrace boxes and will increase by the same amounts.

Ramp Seating

There are no proposed changes for ramp seating.

Bench Seating

There are some proposed changes for weekday performances, including sections D, E, G, J in which a \$1 increase, from \$34 to \$35 and sections M and N, in which a \$2 increase, from \$22 to \$24, per seat is proposed. A \$1-\$3 increase, per seat, is proposed for all weekend and Sunday World Music performances. Bench seat prices will vary depending upon location, with a maximum ticket price of \$39 on weekends.

Superseats

A \$1 increase, from \$44 to \$45, per seat is proposed for Sunday World performances. There are no proposed increases for Tuesday, Wednesday and Thursday performances, nor Friday, Saturday or Sunday Sunset performances.

Accessible Seating

Hollywood Bowl accessible seating addresses the Americans with Disabilities Act requirements with a range of seating locations and tickets priced from the traditional \$1 seats to \$111 (for the extremely popular, accessible box sections). There are no proposed changes for Accessible Seating.

Special Event Tickets

The Association would like to continue the special pricing for non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks to attract artists previously unavailable to the Hollywood Bowl because of the high appearance fees artists request for these special events.

Therefore, the Association is requesting increases for some special-event prices to present these high-caliber acts that would otherwise only be brought to the Bowl by outside promoters. The Association proposes increases ranging from \$1-\$8 with prices ranging from \$26 to a maximum of \$258 depending on location. The ticket pricing for these events would be adjusted to reflect the appropriate performance/performers.

Summer Sounds

There are no proposed changes for Summer Sound performances.

Hollywood Bowl Gala Benefits

Due to the popularity of Opening Night and increased cost of production, the Association proposes increases from \$5 to \$35 with prices ranging from \$15 to \$155 depending on location.

Parking

There are no proposed changes for parking fees.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

FISCAL IMPACT/FINANCING

There is no fiscal impact on the County General Fund.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The operating Agreement between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl. Your Board last approved changes to the ticket prices on October 25, 2005 and on November 15, 2005.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

The complete proposed pricing schedule is outlined in Attachment A.

Public Hearing Notice

Public hearing notice requirements of Government Code Section 6062(a) have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

County Counsel has approved the attached resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

The proposed actions are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits and/or (2) purchasing and leasing supplies, equipment or materials, and, therefore, the proposed actions are not subject to CEQA pursuant to Section 21080(b)(8)(A)(B)(C) of the Public Resources Code.

The proposed actions also do not meet the definition of a project according to Section 15378 (b)(4)(5) of the State CEQA Guidelines because the actions are administrative activities of government which by their terms do not involve any commitments to any specific projects which may result in a potentially significant physical impact on the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the Hollywood Bowl.

CONCLUSION

Please instruct the Executive Officer-Clerk of the Board to forward three (3) conformed copies of this Letter to the Department of Parks and Recreation for distribution.

Respectfully yours,



Russ Guiney
Director

RG:TF:tf

The Honorable Board of Supervisors
October 24, 2006
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Attachments

c: David E. Janssen, Chief Administrative Officer
Sachi A. Hamai, Executive Officer, Board of Supervisors
Raymond G. Fortner, Jr., County Counsel

LOS ANGELES PHILHARMONIC ASSOCIATION HOLLYWOOD BOWL 2007 TICKET AND PARKING PRICES

ATTACHMENT A

Tuesday, Wednesday and Thursday				Sunday World Music		
	2006	2007		2006	2007	
	Ticket	Ticket	Increase/	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$120.00	\$122.00	\$2.00	\$120.00	\$122.00	\$2.00
Garden Boxes	\$93.00	\$93.00	\$0.00	\$93.00	\$95.00	\$2.00
Terrace Boxes	\$81.00	\$81.00	\$0.00	\$81.00	\$83.00	\$2.00
Side Boxes	\$81.00	\$81.00	\$0.00	\$81.00	\$83.00	\$2.00
Ramps	\$50.00	\$50.00	\$0.00	\$50.00	\$50.00	\$0.00
D,E,G,J	\$34.00	\$35.00	\$1.00	\$35.00	\$37.00	\$2.00
Superseats	\$43.00	\$43.00	\$0.00	\$44.00	\$45.00	\$1.00
F & K	\$30.00	\$30.00	\$0.00	\$31.00	\$33.00	\$2.00
M & N	\$22.00	\$24.00	\$2.00	\$22.00	\$24.00	\$2.00
L & P	\$16.00	\$16.00	\$0.00	\$17.00	\$20.00	\$3.00
Q - U	\$12.00	\$12.00	\$0.00	\$13.00	\$15.00	\$2.00
W	\$6.00	\$6.00	\$0.00	\$7.00	\$9.00	\$2.00
V & X	\$1.00	\$1.00	\$0.00	\$5.00	\$7.00	\$2.00

Friday, Saturday and Sunday Sunset				Special Events		
	2006	2007		2006	2007	
	Ticket	Ticket	Increase/	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$145.00	\$147.00	\$2.00	\$250.00	\$258.00	\$8.00
Garden Boxes	\$111.00	\$111.00	\$0.00	\$250.00	\$258.00	\$8.00
Terrace Boxes	\$98.00	\$98.00	\$0.00	\$175.00	\$180.00	\$5.00
Side Boxes	\$98.00	\$98.00	\$0.00	\$175.00	\$180.00	\$5.00
Ramps	\$50.00	\$50.00	\$0.00	\$95.00	\$98.00	\$3.00
D,E,G,J	\$38.00	\$39.00	\$1.00	\$95.00	\$98.00	\$3.00
Superseats	\$49.00	\$49.00	\$0.00	\$95.00	\$98.00	\$3.00
F & K	\$34.00	\$35.00	\$1.00	\$70.00	\$72.00	\$2.00
M & N	\$22.00	\$24.00	\$2.00	\$65.00	\$67.00	\$2.00
L & P	\$21.00	\$22.00	\$1.00	\$55.00	\$57.00	\$2.00
Q - U	\$15.00	\$17.00	\$2.00	\$45.00	\$46.00	\$1.00
W	\$8.00	\$9.00	\$1.00	\$30.00	\$31.00	\$1.00
V & X	\$5.00	\$7.00	\$2.00	\$25.00	\$26.00	\$1.00

LOS ANGELES PHILHARMONIC ASSOCIATION HOLLYWOOD BOWL 2007 TICKET AND PARKING PRICES

ATTACHMENT A

	2006		2007	
	<u>Maximum</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Minimum</u>
Non-Subscription Concerts	\$ 145.00	\$ 3.00	\$ 147.00	\$ 3.00
Children 12 and under, half price for family oriented concerts such as July 4.				
Special Events	\$ 250.00	\$ 25.00	\$ 258.00	\$ 26.00
Regular Concerts				
June through September				
Tuesday/Thursday Classical	\$ 120.00	\$ 1.00	\$ 122.00	\$ 1.00
Wednesday Jazz	\$ 120.00	\$ 1.00	\$ 122.00	\$ 1.00
Fridays/Saturdays	\$ 145.00	\$ 5.00	\$ 147.00	\$ 7.00
Sunday (Sunset Performances)	\$ 145.00	\$ 5.00	\$ 147.00	\$ 7.00
Sunday (World Music)	\$ 120.00	\$ 5.00	\$ 122.00	\$ 7.00
Accessible Seating	\$ 111.00	\$ 1.00	\$ 111.00	\$ 1.00
Hollywood Bowl Gala Benefit	\$ 120.00	\$ 10.00	\$ 155.00	\$ 15.00
Summer Sounds	\$ 6.00	\$ 4.00	\$ 6.00	\$ 4.00
Parking (Standard sized vehicle)* Includes 10% city parking tax	\$ 30.00	\$ 1.00	\$ 30.00	\$ 1.00

Buses and limousines are double

*Includes parking at the John Anson Ford Amphitheatre

**RESOLUTION TO INCREASE VARIOUS FEES
AT THE HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at the Hollywood Bowl; and

WHEREAS, the Association has submitted their proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the additional funding is in the public interest and welfare; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Los Angeles Philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2007 Ticket and Parking Prices"

The foregoing resolution was adopted on the _____ day of _____, 2006, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.


SACHI A. HAMAI, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los
Angeles

By _____
Deputy

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.

County Counsel

By  _____

Senior Deputy County Counsel